

## ABSTRACT

A system and method for creating links between first records stored on a database and references to the first records within a second record, the system including a data reference list including keywords or phrases which may be used in the second record to reference the first records, the system also including address formats corresponding to each data reference which indicate the form of a first record address corresponding to the data reference, the system also including record rule sets for gleaning information from the second record for populating the address format, when a data reference is identified, the system identifying the corresponding address format, gleaning address information from the second record, forming the record address and linking the first record reference to the first record via the record address.